

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BDA2024 – DATA ANALYTICS FOR BUSINESSES
(All Sections/Groups)

11 MARCH 2020
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages (excluding cover page).
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Write all your answers in the Answer Booklet provided.

QUESTION 1

- (a) Identify and briefly discuss **FIVE (5)** applications of data analytics in businesses. (10 marks)
- (b) Identify and briefly discuss **SEVEN (7)** differences between job responsibilities of data scientists and data analysts. (14 marks)

(Total: 24 marks)

QUESTION 2

- (a) Produce a 250 words web analytics report based on the following data. (15 marks)

Web Metrics	Weekly Analytics Data
Visitor	2000
Bounce Rate	80%
Page View	4000
Visit/ Session	4
Engagement Duration	2 minutes/per user

- (b) As a business analyst, advise decision makers the **THREE (3)** evolutions of data analytics and their business implications. (15 marks)

(Total: 30 marks)

QUESTION 3

- (a) As a data analyst, recommend **SIX (6)** suitable page optimization strategies and **SIX (6)** suitable site optimization strategies to web developers. (12 marks)
- (b) Provide **FIVE (5)** reasons to advise risk managers to adopt data analytics. (10 marks)

(Total: 22 marks)

Continued

QUESTION 4

- (a) As a data analyst, prepare a customer acquisition cost report. In the report, advise managers the importance of calculating customer acquisition cost, how to calculate customer acquisition cost and how to reduce customer acquisition cost. (14 marks)
- (b) How brick-and-mortar businesses can benefit from location analytics? (10 marks)

(Total: 24 marks)

End of Paper